

# Membership Form

Company ..... ID Number .....

Brands represented .....

Address .....

City ..... Province ..... Country ..... Zip Code .....

Telephone ..... Fax ..... Web Page .....

President ..... General Manager .....

Commercial / Marketing Manager ..... Legal .....

Stress or add the company position that you represent

Autocontrol Representative Person ..... Company Position .....

Address ..... e-mail ..... Telephone .....

If is not the same as above

Authorized .....

Name ..... Company Position .....

e-mail ..... Telephone ..... Mobile .....

According to the classification indicated below, the corresponding fee is\*:

As:  A  B  C  D  E  F  G  H  I  J  K  L  M  N  O  P  Q  R

Advertiser  Agency  Media  Association  Other

In ..... on the ..... of ..... of 2010 Signature .....

(Post company seal)

The annual membership fee will be paid by:

- Check under the name of "Asociación para la Autorregulación de la Comunicación Comercial".
- Bank transfer to IBAN number: ES06 0049 5103 7420 1656 3263. Bank Name: BANCO SANTANDER (BSCH).  
c/ Conde de Peñalver, 46 / E - 28006 MADRID

Please send to **Autocontrol** (by fax or mail) to: c/ Conde de Peñalver, 52 - 3ºD / E - 28006 Madrid / Telephone: +34 91 309 66 37 - Fax: +34 91 401 50

In accordance with the provisions of Organic Law 15/1999, dated December 13th 1999, on the protection of personal data, AUTOCONTROL (Asociación para la Autorregulación de la Comunicación Comercial) informs you that your personal data solicited in our forms will be included in the association's personal data file, of which AUTOCONTROL is held responsible and has been conveniently registered in the Spanish Data Protection Agency.

By completing and signing this form the user gives their express consent for the use of their personal data in order to establish the association's necessary communications with its members and the mailing of AUTOCONTROL's publications or information about its activity. These details will never be used for different purposes than the ones previously mentioned or passed on to a third party. The User is guaranteed its rights to access, rectify, cancel or oppose this information with a written statement sent to the association's secretary, along with a copy of their personal ID. This should be sent to: c/ Conde de Peñalver 52, 3ºD / E-28006 Madrid / Fax number: +34 91 401 50 80.

## \*2010 Membership Fees

<b>ADVERTISER</b> Criteria: Advertising spending (according to data from last year)				<b>MEDIA</b> Criteria: Advertising income			
Group	Range	Amount €		Group	Range	Amount €	
R	Up to 150.000 €	585		L	Up to 600.000 €	585	
Q	150.000 € to 300.000 €	950		K	600.000 € to 1.200.000 €	1.160	
P	300.000 € to 450.000 €	1.470		J	1.200.000 € to 6.000.000 €	2.055	
O	450.000 € to 600.000 €	2.055		I	6.000.000 € to 10.000.000 €	3.160	
N	600.000 € to 1.200.000 €	2.480		H	10.000.000 € to 20.000.000 €	4.115	
M	1.200.000 € to 1.800.000 €	3.630		G	20.000.000 € to 50.000.000 €	4.840	
L	1.800.000 € to 6.010.000 €	4.590		F	50.000.000 € to 100.000.000 €	5.545	
K	6.010.000 € to 18.030.000 €	5.320		E	100.000.000 € to 150.000.000 €	6.280	
J	18.030.000 € to 30.050.000 €	6.280		D	150.000.000 € to 200.000.000 €	7.005	
I	30.050.000 € to 42.000.000 €	7.005		C	200.000.000 € to 350.000.000 €	7.845	
H	42.000.000 € to 55.000.000 €	8.000		B	350.000.000 € to 500.000.000 €	8.500	
G	55.000.000 € to 75.000.000 €	9.000		A	500.000.000 € and above	9.000	
F	75.000.000 € to 95.000.000 €	10.000					
E	95.000.000 € to 115.000.000 €	11.000		<b>AGENCY</b> Criteria: Gross Income			
D	115.000.000 € to 135.000.000 €	12.000		Group	Range	Amount €	
C	135.000.000 € to 160.000.000 €	13.000		H	Up to 600.000 €	560	
B	160.000.000 € to 200.000.000 €	14.000		G	600.000 € to 1.200.000 €	1.100	
A	200.000.000 € and above	15.000		F	1.200.000 € to 3.000.000 €	1.815	
				E	3.000.000 € to 5.000.000 €	2.660	
				D	5.000.000 € to 7.000.000 €	3.630	
				C	7.000.000 € to 10.000.000 €	5.000	
				B	10.000.000 € to 12.000.000 €	6.000	
				A	12.000.000 € and above	7.000	

**\*PROFESSIONAL ASSOCIATIONS:** 1% of their income, with fees from a minimum of 585 € and a maximum of 3.350 €  
**OTHER COMPANIES RELATED WITH THE ADVERTISING BUSINESS:** Identical to agency fees and the same criteria applies.



Asociación para la Autorregulación de la Comunicación Comercial

# Autocontrol

Services	Members	Non-Members
1. Annual subscription to both Autocontrol's monthly newsletter and the "Advertising Regulation Database" available at <a href="http://www.autocontrol.es">www.autocontrol.es</a> , as well as Autocontrol's monthly digital newsletter.	FREE	265 €
2. <b>Legal Advice</b> , given by Autocontrol's legal team (written or verbally) about: - Advertising legislation - Jurisprudence on advertising matters - Advertising Deontology - Any other matters related to the interpretation and application of advertising law.	FREE	310 €
3. <b>Copy Advice</b> , elaborated by Autocontrol's Legal Team, at the request of advertisers and/or agencies about their advertising projects. This service offers non-binding advice on legal and ethical correctness of an ad or its campaign before it is launched to the public. This service is absolutely confidential.	FREE The first 10 copy advice requests of each year. Additional requests will have a cost of 160 €	405 €
4. <b>Pre-clearance report</b> elaborated by Autocontrol's Legal Team - <b>At the request of advertisers and/or its agencies in those cases when the advertiser has a deontological compromise of having the ad revised by Autocontrol's Legal Team before it is launched to the public.</b> - <b>At the request of the media, regarding the ads they receive for airing. By applying an urgent and preliminary revision, the Legal Team will determine if significant reasons exist to cease the airing of the ad. Non-binding.</b>	ACCORDING TO AGREEMENT	405 € (In case of an agreement with Autocontrol, the criteria established in the agreement will be taken into account)
5. <b>Report</b> elaborated by Autocontrol's Legal Team: - <b>Report or Legal Advertising Report</b> consisting in a detailed analysis of matters related with advertising regulation. Non-binding. - <b>Legal Advertising Audit Report</b> , at the request of advertisers, where the correction of the advertising aired by the advertiser during a specific period of time is globally analyzed from a legal and deontological point of view. Non-binding.	1.245 €	3.495 €
6. <b>Mediations</b> that solve a complaint without the intervention of the Jury.	FREE	1.195 € (each party assumes its part)
7. Joining the self-regulation system on the internet, <b>CONFIANZA ONLINE</b> (the Code, resolution of controversies, use of the CONFIANZA ONLINE seal.	FREE	Price according to approved rates (please consult <a href="http://www.confianzaonline.es">www.confianzaonline.es</a> )
8. <b>Certificate</b> of the company's condition as a member of the self-regulation system.	FREE	Not available
9. Special <b>Social Responsibility Certificate</b> , officially valid to be included in the company's annual report or any other general report.	FREE	Not available
10. Members will benefit from discounts (between 25% and 50%) in <b>Seminars and Conferences</b> organized by Autocontrol.		

## Autocontrol's Advertising Jury Interventions

	Members	Non-Members
11. <b>Arbitration:</b> Adjudication on complaints submitted by both parts in conflict under the arbitration law.	50% of the established arbitration fee (Madrid Chamber of Commerce)	Established arbitration fee (Madrid Chamber of Commerce)
12. <b>Complaint Handling:</b> before the corresponding Section of the Advertising Jury, against an advertisement aired by an advertiser. (*) (**)	FREE	2.300 € (Except in Agreements)
13. <b>Appeals Handling Resolution:</b> before the Advertising Jury, against Section resolutions. (*)	FREE	1.700 € (Except in Agreements)
14. <b>Appeal</b> before the Jury against a <b>Copy Advice</b> content	375 €	600 €
15. <b>Appeal</b> before the Jury against a <b>Pre-Clearance Report</b> .	375 €	600 €

Showed rates will be charged with the corresponding VAT.

(\*) This fee should be paid by whoever is presenting the complaint or appeal.

(\*\*) Since January 1<sup>st</sup> 2010, the JURY intervenes in the application of the following codes: Environmental Claims, FEBE (alcohol drinks advertising), FEV (wine advertising), ANEFP and FARMAINDUSTRIA (promotion of prescription drugs), Cerveceros de España (beer advertising), AEFJ (toy advertising), FIAB (food and drink advertising addressed to minors), CONFIANZA ONLINE (advertising self-regulation in Internet), ANDEMA (brand protection), ADESE (videogame advertising), ANEIMO (self-regulation in market research and public opinion), AENE (nutrition and product advertising), FENIN (advertising of health technology), AFEPADI (advertising of special prepared foods, dietary and medicinal plants), and AEA (television advertising). This information is permanently being updated in Autocontrol's Web page <http://www.autocontrol.es>